



A \$47.89 STOVE PLUS 10 PER CENT



AMERICAN TRUST & SAVINGS BANK

"Maybe Our Bank is the Best Bank for You."
El Paso & San Antonio Bks.

ACME LAUNDRY

Laundresses, Dry Cleaners and Dyers
Phone 4200

BLUMENTHAL & BRO.

Men's Clothing & Furnishings
Mills & Stanton.
Phone 305

BONDS, Inc.

(Formerly Curran Bank Co.)
Phone 1884. 185 Mesa Ave.

BORDERLAND AUTO SUPPLY CO.

"Guaranteed Money's Worth"
Texas & St. Louis Bks.

BOSS RUBBER & ACCESSORIES CO.

Automotive Supplies, Tires, Tubes
and Garage Equipment.
220 Texas Street. Telephone 214

BOSTON STORE

DEPARTMENT STORE
Phone 6200.
Overland at Stanton.

BRANDT'S SILK EMPORIUM

Silks, Woolsens, Velvets.
204 Texas St.

BRYAN BROS.

HARDWARE
200 N. Oregon. Phone 371.

CITY SERVICE CO.

SHIP BY TRUCK
Phone 2200

DE LUXE CAFE

STICK ROUSHAKEA, Prop.
131 San Antonio. Phone 2212.
EL PASO'S BEAUTIFUL CAFE.

CHINA PALACE CO.

Wholesale & Retail Dinnerware, Silverware, etc.
116 E. San Antonio. Phone 412-308

The CHOCOLATE SHOP

200 Texas St.
Phone 212-213.

DUNBAR & CO.

BROKERS
Security Bank Bldg.

ELITE CONFECTIONERY

Texas & Mesa.
Phone 245.

THE ELITE LAUNDRY

Main Office 412 E. Oregon St.
Phone 2177 & 2178.

ELK AUTO SUPPLY CO.

Distributors Hercules & Alfa Tires
200 Mesa—Right on the Way Home

EL PASO GAS CO.

419 N. Stanton St.
Phone 1202

EL PASO TENT & AWNING CO.

129 San Francisco St.

EL PASO TRUNK FACTORY

Trunks, Traveling Bags and All Traveling Regalia.
Across Plaza from Old Postoffice.

EL PASO OPTICAL CO.

NEED GLASSES—ASK NEGALL
106 Texas—211 San Antonio St.

FEDERAL BAKERY

HOT BREAD, ROLLS.
405 E. San Antonio. Phone 325.

THE FELDMAN CO.

Kodak Developing—as it should be done.
305 San Antonio Street.

FIRST NATIONAL BANK

4% on Savings Accounts.
San Antonio at Oregon.

FLETCHER-MEANS CO.

Gates Half Tires
411 Myrtle Ave.

JOEL FRIEDKIN TAILORING CO.

214 E. San Antonio. Phone 770.

C. D. FREEMAN

Bicycles, Tires, Auto Supplies.
Myrtle and Campbell Streets.

FRONTIER MANUFACTURING ASSN., LTD.

400 Trust Building.
El Paso, Texas.
"El Paso made Motor Trucks"

J. F. GANDARA PHOTO SUPPLY CO.

Quality Kodak Finishing.
110 E. San Antonio. Phone 1440.

GIVEN BROS. SHOE CO.

215 S. El Paso St.
Phone 355.

GLENN BROOM MFG. Co.

"Sweep Clean With a Glenn Broom"
AT YOUR GROCER'S

THE GLOBE

DEPARTMENT STORE
Overland & San Antonio.
Phone 6200.

THE GLOBE MILLS

Eat More Bread—
Use Cream of Wheat Flour

GUARANTEE SHOE CO.

Write for Fall and Winter Catalogue
200 Mesa Avenue.

In One Case The Higher Price Was A "Buy-At-Home" Price But The Housewife Found It Cheaper

It has been said in these advertisements that even in the case of isolated instances when "foreign" goods can be bought cheaper than goods of similar nature from the home merchant, the local buyer may usually buy at home with more profit to himself. A concrete evidence of this fact is contained in the experience of a dealer in another city. A frank resume of this experience may be helpful to some doubting El Paso people who look with favor upon the things that are "brought on."

A customer of this merchant announced that she was in the market for a stove, and that she had chosen a stove from the literature of an out-of-town concern, at a price of \$47.89. She desired, however, to see what the local store could do for her. With the proprietor of the store, she found in the local stock a similar, or practically identical, stove, priced about 10 percent higher. She asked the reason for the additional price. The proprietor's answer to the query, showing the advantages of buying his store, was so convincing that the customer bought the stove "on the spot."

Convincing Advantages

First, the out-of-town house demanded net cash in advance. The local dealer offered a 3 percent discount for cash, or easy cash payments.

Second, the out-of-town house required the purchaser to pay for delivery of the stove from the railroad station to her home, while the merchant made this delivery.

Third, the out-of-town house left it to the woman to set up the stove, while the local man provided this service with the delivery of the merchandise.

Fourth, the out-of-town house did not permit a trial, and offered no opportunity for actual examination of the stove. The local dealer agreed that a 30-day trial would permit the customer to learn whether the stove was satisfactory.

Fifth, the out-of-town house provided no service after the stove had been delivered, and the buyer would face the necessity of working for adjustment by mail in case of possible dissatisfaction, while the local man gave a positive guarantee of satisfaction, with opportunity for personal presentation of claims in the event the stove was not satisfactory.

Service Worth More

In other words, while there are few instances when the same goods cannot be bought at home as cheaply as elsewhere—or cheaper—when such prices ARE cheaper elsewhere there is legitimate excuse for the local man's higher price, because of the greater service rendered, which usually costs more than the difference in price. It is a well known principle that the cost of merchandising is mostly in service. This applies to every item of sale, and not alone to stoves.

El Paso merchants are entitled to consideration because of the service their presence in this city guarantees to the buying public. El Paso buyers who are fair-minded will give them this consideration.

HURD'S CONFECTIONERY

Mills Bldg. Phone 522-523.

HAYMON KRUPP & CO.

Wholesale Dry Goods, etc., etc.
Overland & Santa Fe Bks.

HOUSE-HOLD HARDWARE CO.

Household Utilities, Electrical Appliances, Sporting Goods.
214 No. Stanton St. Tel. 2112.

LASKIN-SWATT CO.

Wholesale Dry Goods, etc.
159 South Oregon.

R. C. LIGHTBODY CO., Inc.

Men's Clothing & Furnishings.
210-12 E. San Antonio St.
Phone 562.

LONDON WOOLEN MILLS

L. M. LACRET, Mgr.
217 San Antonio St.

ALBERT MATHIAS & COMPANY

Wholesale Dry Goods, Notions, Men's Furnishings, Shoes, etc.
217-219 E. Overland.

McMATH PRINTING & LITHOGRAPHING CO.

Made-to-Order Photo Printing and Lithographing.
215-220-222 W. San Antonio.
Phone 567-568.

MERIT STORE

Retail Dry Goods and Ready-to-Wear.
204-206 E. Overland. Phone 2110.

MODEL DEPARTMENT STORE

Dry Goods and Ready-to-Wear.
Cor. Overland & Oregon. Phone 582.

NATIONS MEAT & SUPPLY CO.

229 Mesa Ave.

NEW BAZAAR

DEPARTMENT STORE
Dry Goods and Ready-to-Wear.
Cor. Oregon & Overland. Phone 2127.

F. NORD

JEWELER
205 Mesa Ave.

PERRY-BANNELL

TIRE CO.

C. F. RUSSELL, Mgr.
Mills and Stanton Sts.

THE POPULAR DRY GOODS CO.

Texas' Most Progressive and Home-like Store.
San Antonio & Mesa.

D. W. PRATHER & CO.

205 Mesa Ave.
Phone 112.

PURITY BAKING CO.

400 N. Oregon. 112 Texas
400 Mesa Ave. 711 N. Kansas

ROGERS FURNITURE CO.

When you see a Heart, think of Rogers!
When you see a Heart, buy at Rogers!
207-211 N. Stanton.

SCOTT WHITE & CO. DRUGGISTS

Safety First Druggists
Mills Bldg., Roberts-Banner Bldg.
214 San Antonio St.

THE JEWEL SHOP

Herald Bldg. Phone 122.

SHELDON JEWELRY CO.

L. HATTENBUSH, Mgr.
200 N. Oregon St.

SHELTON-PAYNE ARMS CO.

Headquarters for Sporting Goods.
217 Texas Street.

SOLLIE-PETERS FURNITURE CO.

Furniture Bought, Sold, Exchanged.
Phone 5125. 501 E. San Antonio.

STANDARD STORES & MARKETS

No. 1—208 Mills St. Ph. 2022-23-24.
No. 2—E. Boulevard & Kansas. Phone 6340-41.

No. 3—Fidras & Montana. Phone 562.

No. 4—N. Oregon & Franklin. Phone 552-553.

No. 5—2007 Alameda. Phone 1002.

No. 6—3220 St. Boulevard. Phone 201.

THE STOCKS GROCERIES

SEVEN STORES
"There is one near you."

SWANSON

Quality Tailoring for Men Who Know
Sheldon Hotel Bldg.

TEXAS ELECTRICAL SUPPLY CO.

264 Texas St.
Phone 1129

TEXAS STORE

Dry Goods, Clothing, Shoes, Hats.
200-10 E. Overland St. Phone 1570.

TRI-STATE ACCESSORY CORP.

Exclusively Wholesale Auto Supplies.
425 W. San Antonio St.

TRI-STATE TALKING MACHINE CO.

Mills Bldg. Phone 1400.

W. G. WALZ COMPANY

102 E. El Paso St.

THE WHITE HOUSE

An Exclusive Specialty Shop For
Women and Misses.
Little Plaza. Phone 6200.

WOMAN'S TOGGERY

Suits, Dresses, Blouses, Coats,
Millinery. Phone 514.

YOUNG MEN'S CHRISTIAN ASSOCIATION

Central Branch.
N. Oregon at Alameda.